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| Spec. Code:     | 3052     |
| Occ. Area:      | 02       |
| Work Area:      | 078      |
| Prob. Period:   | 6 mo.    |
| Prom. Line:     | None     |
| Effective Date: | 01/10/02 |

## **CONTINUING PROFESSIONAL EDUCATION MEETING PLANNER**

### **Function of Job**

Employees in this classification develop and coordinate continuing professional education programs by conducting needs assessments, developing marketing strategies, identifying and securing conference speakers, developing and analyzing course evaluations, and ensuring compliance with state and university policies. They work under administrative direction from a designated supervisor.

### **Characteristic Duties and Responsibilities**

1. Establishes planning committees to determine areas of need, interest and audience segments.
2. Identifies conference speakers, instructional staff, course materials and presentation method.
3. Develops learning objectives and marketing strategies; coordinates brochure mailings and mailing lists.
4. Develops and maintains program budgets.
5. Establishes program fees.
6. Solicits financial support for programs from a variety of sources.
7. Analyzes program evaluations to ensure a positive adult learning environment is maintained.
8. Prepares statistical reports.
9. Negotiates contracts with vendor representatives for off-site meeting space, catering, entertainment, audiovisual equipment and technicians, etc.
10. Performs other related duties as assigned.

### **MINIMUM ACCEPTABLE QUALIFICATIONS**

## CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. (A) Bachelor's degree and two years of experience in planning continuing professional education activities

OR

- (B) 60 semester hours and three years of experience in planning continuing professional education activities

NOTE: Applicants possessing a Master's degree and one year of planning continuing professional education activities meet all requirements.

## PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. Ability to gain acceptance of proposed program/procedures by the university and clients through verbal and written communication.
2. Ability to work effectively with highly educated professionals with different social and ethnic backgrounds.
3. Managerial ability as related to job organization, control, and development.
4. Public speaking ability.
5. Ability to organize programs and courses.
6. Ability to compile and prepare statistical reports and data.
7. Advanced word processing skills.
8. Ability to maintain databases and conference files on computer.
9. Knowledge of desktop publishing.